

# Strengthening Front-End Strategies

Financial Clearance Meets Patient Experience

# Our Time Today

- **Consumer-Centric Collections**
  - Phrases that Work
  - VIP Service Excellence
- **Patient Experience Management**
  - Cross Generational Strategies
- **Social Determinates of Health (SDoH)**
  - Focus Areas
  - Community Collaborators
  - Why we need to get a “handle” today
- **Value Based Contracts & Navigating the “Risk Corridor.”**

State of the  
Industry

#Disruption

- Loss of Medicaid Expansion/ Un Comp Care
- Certificate of Need
  - Convenience Care
  - Freestanding ER's
  - Acute & ICU
- Telehealth/ Virtual Health



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# Consumer- Centric

Billing & Collections in 21<sup>st</sup> Century



## Crosspollination of Practice Excellence



HILTON  
WORLDWIDE

- Service Industry
  - Polite & Professional
  - “Happy”
  - Proactive & Responsive
  - Service Recovery
- Travel/ Retail/ Banking
  - Accommodating
  - Streamline & Efficient
  - Easy to Do Business With
  - Service Recovery



THE RITZ-CARLTON

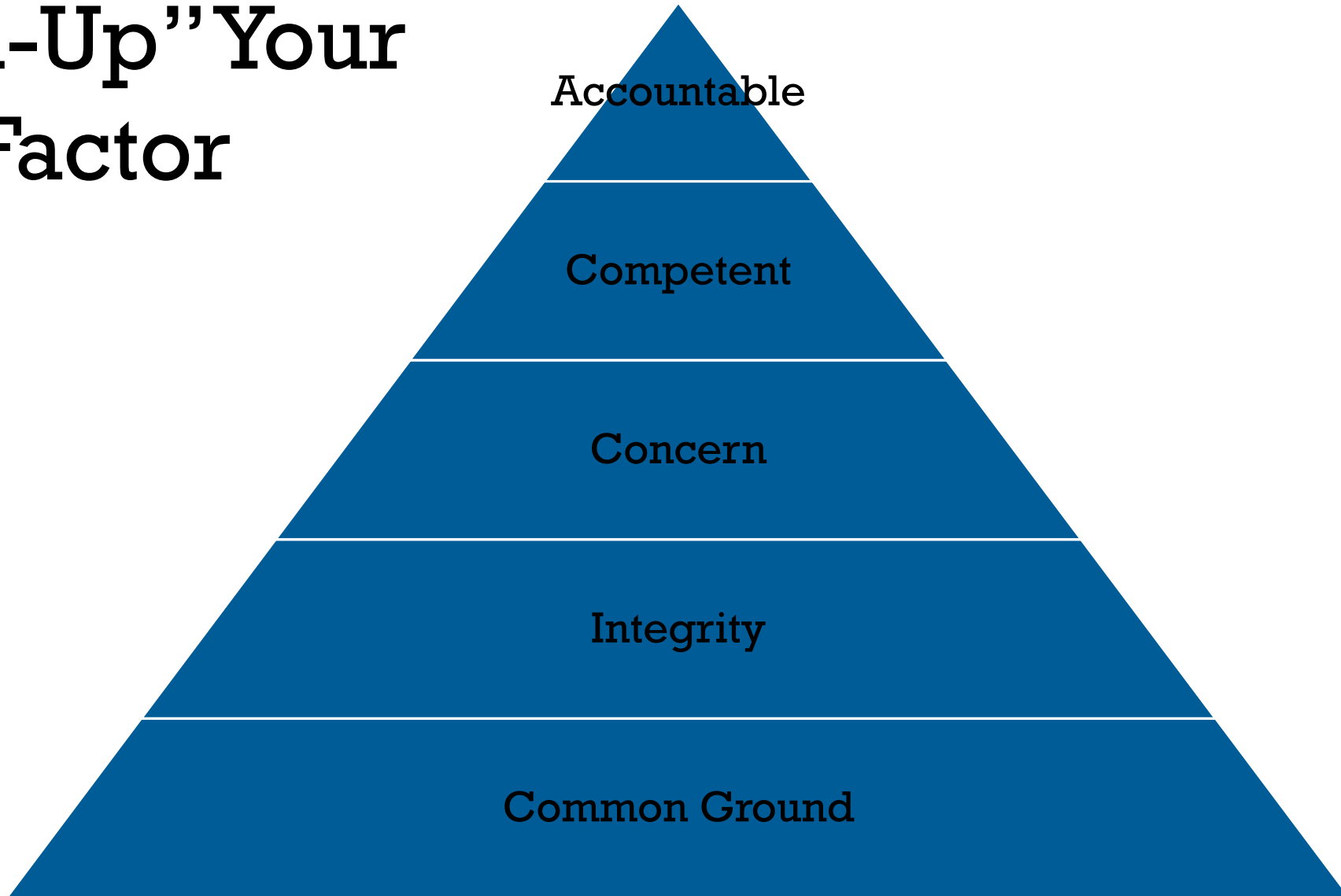
J.P.Morgan

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## Service Excellence

- **Multigenerational Manners**
- **Rapport = Trust**
- **Validation/ Empathy**
  - You Might Be Right 😊
  - Unfortunately
  - However
  - But

# “Level-Up” Your Trust Factor



## Phrases that Work

Pay “Ta-Now”

- To Keep the Account in Good Standing...
- To Remove the Flag on the Account...
- Yes, the calls and messages will stop...
- Your account is in my office for review ...
- Let Me Pull the file/ Check Status...
- Final Review Status...
  - In My Experience, Your Best Option....
  - I recommend...

## Pre- Care Outreach

- Eligibility & Estimation
- Prior Authorization (Provider/ Facility)
  - Access/ Utilization
  - LOS/ Readmits/ Discharge Planning
- Responsive Payment Plan = Peace of Mind
  - Mobile
  - SBO/ Family Billing
  - Balance Thresholds & Roll Up
  - Extended Financing

# Concierge Care

## Improved Engagement & Activation!

### ■ Care Continuum

- Follow Up, Series, New Care Events
  - Avoid “Leakage” & Lost Outcomes
- Self Schedule/ Service
- “On-Demand” Communication
- Healthy Child Drop-in Childcare
- Valet Parking
- Meal Vouchers
- In house Rx Coupon

## Post-Event Follow Up

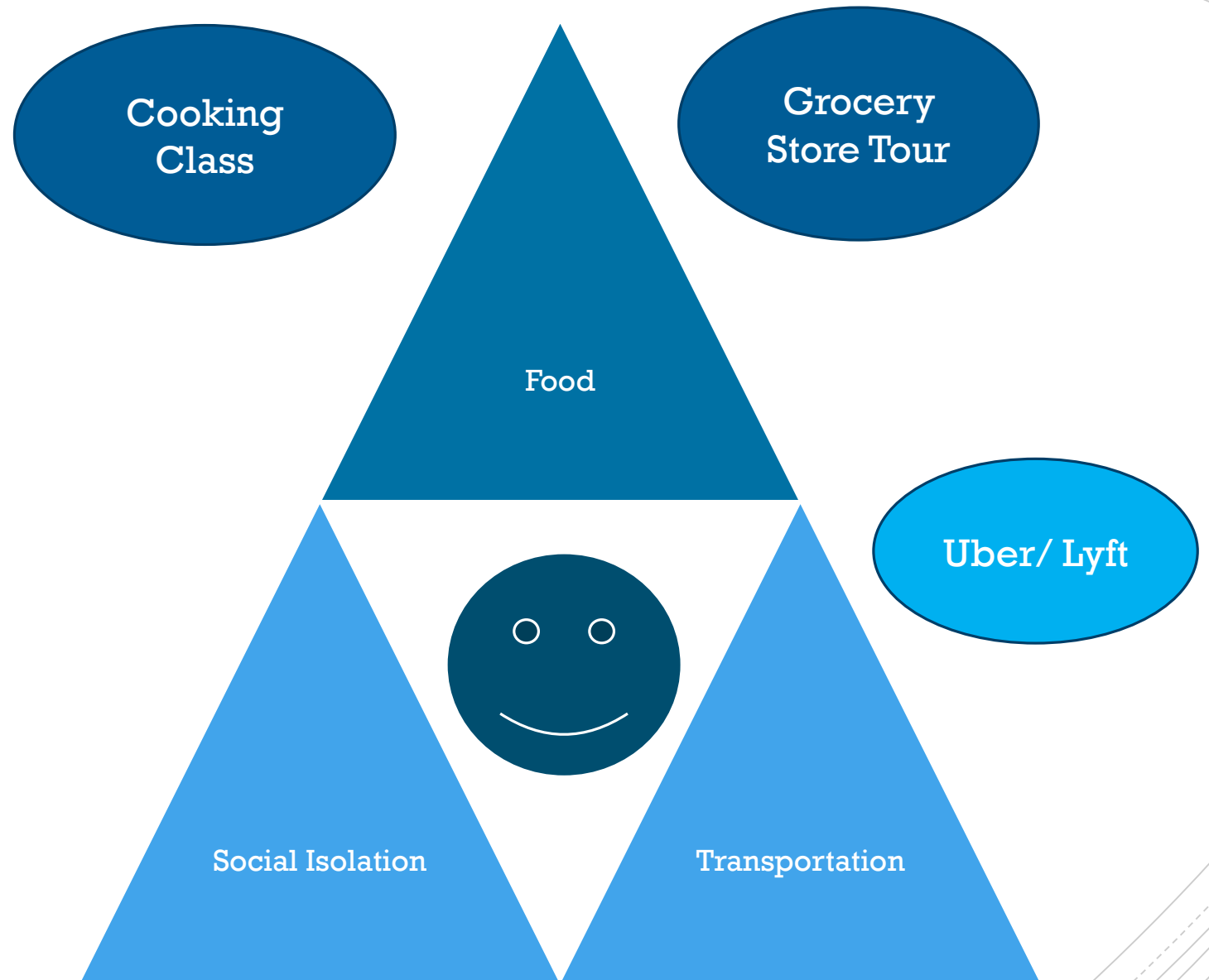
- **Medication Reconciliation & Adherence**
  - Generational Precepts
- **Quality & Satisfaction**
  - 24/7/365 On-Demand
  - Wraparound
  - Access/ Utilization/ Readmits
  - Telemedicine & Home Health
  - Clinical Consult
    - Nurse Lines
    - Email, Chat etc.,

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. In the center, there is a dark blue speech bubble with a pointed bottom. Inside the bubble, the text "Social Determinates of Health" is written in white, followed by "SDoH" in a larger, bold white font.

Social Determinates of  
Health

**SDoH**

# Focus Programs for Populations



## Points to Ponder

- Where is our largest opportunity/ greatest need?
  - CMS 5 Star/ Quality Score
  - “Super Utilizers”
  - Chronic Conditions
- Be strategic in incentives- who will respond?
  - Carrot/ Stick
  - Develop & Deploy Resources Where Impact is Needed
  - Benchmark

Let's Continue  
the  
Conversation...



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